

Message Text

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ORIGIN COME-00

INFO OCT-01 ISO-00 ARA-10 EB-07 SIG-02 /020 R

DRAFTED BY COM/BIC/OI;/ANDEAN/TKBREWER

APPROVED BY EB/OCA/CM/JREILLY

COM/BIC/OIM/RDFOGLESONG, AD

ARA/RA/DLACEY

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R 051510Z AUG 76

FM SECSTATE WASHDC

TO ALL AMERICAN REPUBLIC DIPLOMATIC POSTS

USCINCSO

UNCLAS STATE 194100

E.O. 11652: N/A

TAGS: BEXP, LA

SUBJECT: SELL IN VENEZUELA MARKETING PROGRAM

1. ADDRESSEE POSTS ARE INVITED TO REVIEW THE NEW USDOC
SELL IN VENEZUELA COMPREHENSIVE MARKETING PROGRAM ANNOUNCED
IN THE JULY 19 ISSUE OF COMMERCE AMERICA AND IN THE JULY/
AUGUST ISSUE OF COMMERCIAL NEWS FOR THE FOREIGN SERVICE.
THE PROGRAM CONSISTS OF (1) PUBLICATION OF VENEZUELA:
A SURVEY OF U.S. BUSINESS OPPORTUNITIES, (2) A SERIES OF
SIX TRADE FAIRS IN A NEW EXHIBITION FACILITY BEING CON-
STRUCTED IN CARACAS, (3) A HEAVY DOMESTIC PROMOTION PROGRAM
AND (4) A SERIES OF MARKETING IN VENEZUELA SEMINARS TO BE
HELD IN CONJUNCTION WITH COMMERCE DISTRICT OFFICES IN
SEPTEMBER AND OCTOBER OF THIS YEAR.

2. THE PBULIUBLICATION IS AVAILABLE FROM
THE SUPERINTENDENT OF DOCUMENTS, U.S. GOVERNMENT PRINTING
OFFICE, WASHINGTON, D.C. 20402, PRICE TWO DOLLARS AND
TWENTY FIVE CENTS. ADDRESSEE POSTS MAY WISH TO ADVERTIS
THE PUBLICATION IN APPROPRIATE FORUMS FOR THE LOCAL
U.S. BUSINESS COMMUNITY.

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3. THE NEW EXHIBITION FACILITY OFFERS 10,000 SQUARE FEET EXHIBIT SPACE, SEMINAR FACILITIES, AND APPROPRIATE OFFICE

SPACE. THE FACILITY WILL BE STAFFED BY PROFESSIONAL EXHIBITS STAFF DURING THE FIRST TWO YEARS WHEN THE USG HAS EXCLUSIVE USE OF THE BUILDING. DURING THE NEXT EIGHT YEARS THE BUILDING WILL BE AVAILABLE FOR UP TO THREE EXHIBITS PER YEAR. SIX MAJOR EXHIBITIONS WILL BE HELD DURING THE FIRST TWO YEARS: PROCESS CONTROL INSTRUMENTATION APRIL 1977; METALWORKING MACHINERY AND EQUIPMENT AUGUST 1977; TELECOMMUNICATIONS, RADIO AND TV BROADCASTING SEPTEMBER 1977; ELECTRIC ENERGY SYSTEMS MARCH 1978; PRINTING AND GRAPHIC ARTS JUNE 1978; PLASTICS PRODUCTION EQUIPMENT SEPTEMBER 1978. EXHIBITION SCHEDULE IS FIRM AND U.S. COMPANIES ARE BEING INVITED TO PREREGISTER FOR ANY FAIR. TECHNICAL SEMINARS MAY BE HELD IN CONJUNCTION WITH THESE EXHIBITIONS. SPECIFIC INFORMATION ON EACH EXHIBITION WILL BE PROVIDED POSTS WHICH EXPECT TO PUBLICIZE EXHIBITION IN ORDER TO ATTRACT LOCAL ENDUSERS TO CARACAS. PLEASE NOTE: THE FIRST TWO EXHIBITION DATES ARE DIFFERENT THAN THOSE LISTED IN COMMERCIAL NEWS FOR THE FOREIGN SERVICE.

4. THE DOMESTIC PROMOTION STRATEGY FOR THIS CAMPAIGN INCLUDES THE COMMERCE AMERICA ARTICLE, A SERIES OF 22 BRIEFINGS FOR DISTRICT OFFICE STAFF AND MULTIPLIER ORGANIZATIONS, A 15,000 MAILING TO KEY BUSINESS AND INDUSTRY OF (1) MEMO FROM BIC DIRECTOR HOSTLER (2) FLYER DESCRIBING SURVEY AND (3) FLYER DESCRIBING TRADE FAIR PROGRAM. SPECIAL MAILINGS WILL BE MADE IN AUGUST TO INDUSTRY ASSOCIATIONS, TRADE PUBLICATIONS, AND EXPORT COUNCILS.

5. DURING THE TWO YEARS OF THE PROGRAM, THE EMBASSY COMMERCIAL SECTION WILL BE INCREASED TO BETTER REPORT THE MARKETING OPPORTUNITIES AS THEY DEVELOP.

6. THIS NEW MARKETING STRATEGY HAS BEEN CREATED TO TAKE ADVANTAGE OF THE SHORT-TERM OPPORTUNITIES CREATED BY THE SUDDEN MARKET GROWTH IN VENEZUELA. IT WILL BE CAREFULLY REVIEWED AND EVALUATED AND IF DEEMED SUCCESSFUL WILL BE APPLIED TO OTHER MARKETING SITUATIONS AS THEY DEVELOP
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THROUGHOUT THE WORLD. ADDRESSEE POSTS ASSISTANCE IN PROMOTING THE PROGRAM IN APPROPRIATE MARKETS WILL BE APPRECIATED. HABIB

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE194100
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OI;/ANDEAN/TKBREWER
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760302-0478
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760883/aaaacuvcltel
Line Count: 110
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2004 by ReddocGW>; APPROVED <27 JAN 2005 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SELL IN VENEZUELA MARKETING PROGRAM
TAGS: BEXP, LA
To: ALL POSTS
USCINCSO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006